

File copy  
7/29/57

# fashion calendar

january						
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NEW YORK 21, N. Y.  
TRAFALGAR 9-2343

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 29, 1957</u>			
Monday	PRESS PREVIEW OF	ABRAHAM & STRAUS	7TH FLOOR
July 29	MIDSUMMER FURNITURE	(BROOKLYN)	EXECUTIVE BOARD ROOM
9:30 A.M. Breakfast	"At Ease At Home"--mid summer furniture featuring high fidelity, television, indoor planters and other elements of leisure living in room decor. By invitation. Publicity: Jane Miller, TR. 5-7200, Ext. 662.		
July 29	SLENDERELLA INT'L LUNCHEON AT AMBASSADOR HOTEL <u>HAS BEEN CANCELLED.</u>		

Beginning Monday	PRESS SHOWINGS OF	CHAMBRE SYNDICALE DE	PARIS,
July 29	PARIS COLLECTIONS	LA COUTURE PARISIENNE	FRANCE
	<u>July 29:</u> Jean Patou, Claude Riviere, Jeanne Lanvin (Castillo) Bernard Sagardoy, Jean Desses, Pierre Cardin, Vera Borea, Gres.		
	<u>July 30:</u> Anny Blatt, Balmain, Irmone, Ardanse, Irene Dana, Nina Ricci, Madeleine de Rauch, Revillon, Maggy Rouff.		
	<u>July 31:</u> Jacqueline Godard, Jacques Heim, Madeleine de Rauch, A.C.P., Guy LaRoche, J. Fardeau, Michele Lambert, Valentine Bourgade, Jacques Griffe, Bruyere, Carven.		
	<u>August 1:</u> Christian Dior, France Pieri, Hermes, Georgette Renal, Mad Carpentier, Madeleine Vramant, Renee Lise, Raphael.		
	<u>August 2:</u> Charles Montaigne, M. Roger, Michel Tellin, Geo Bilman, Helen Hubert, Raymond Rapein, Raymonde Coste, Catherine Sauve, Line Carmine, Regine Lutece.		
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.		

### BACK-TO-SCHOOL, COLLEGE, CAREER AND FALL PREVIEWS AND OPENINGS

Monday	SAKS FIFTH AVENUE	7TH FLOOR
July 29	Informal showings all day of college and career fashions. Press by invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	
Tuesday	BLOOMINGDALE'S	3RD FLOOR
July 30	Opening of College and Career Shop. Publ: Margaret deMille, EL. 5-6400.	
Wednesday	MACY'S NEW YORK	13TH FLOOR
July 31	Macy's will preview their college collection to the press during breakfast. By invitation. Publ: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	
9:30 A.M.		
Thursday	MARTIN'S (BROOKLYN)	6TH FLOOR
August 1	Martin's will preview their college collection to the press. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	
10:00 A.M.		
Friday	OHRBACH'S	4TH FLOOR
August 2	Ohrbach's will preview their college and career collection to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000.	
9:30 A.M.		

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHEREBACK-TO-SCHOOL, COLLEGE, CAREER AND FALL PREVIEWS AND OPENINGS (Continued)

Monday August 5 11:00 A.M.	ARNOLD CONSTABLE Arnold Constable will present their college collection to the press. (Note Change of Time). By invitation. Publ: Gloria Geis, MU. 5-2300.	3RD FLOOR
Monday August 5	LORD & TAYLOR Opening of college shop. Publicity: Gloria Carr, WI. 7-3300, Ext. 324.	5TH FLOOR
Monday August 5	BEST & CO. Opening of college and back-to-school fashions, with college advisors for customers. Publicity: Helen Latham, PL. 9-2000.	3RD & 7TH FLOORS
Tuesday August 6 10:00 A.M.	GIMBELS Gimbels will preview their college collection to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	3RD FLOOR
Wednesday August 7 9:30 A.M.	ABRAHAM & STRAUS A & S will preview their kindergarten through college collection to the press. By invitation. Contact: Eileen Goldberg, TR. 5-7200, Ext. 661.	7TH FLOOR
Thursday August 8 9:30 A.M.	PECK & PECK Peck & Peck will preview their Fall collection to the press. By invitation only. Publicity: Dorothy Jane Todd, OR. 3-4700.	260 4TH AVE. (20 ST.)
Tuesday Aug. 13 11:00 A.M.	RUSSEKS FIFTH AVENUE Russeks will preview their college fashions to the press. By invitation. Customer showing: <u>Thurs., Aug. 15</u> . Publ: Virginia Woodruff, WI. 7-1900.	5TH FLOOR
Thursday August 15 5:00 P.M.	STERN'S Stern's will open the college shop, with informal modeling by college and young career girls. Publ.: Barbara Lawrence, LO. 5-7690, Ext. 570.	3RD FLOOR
Monday August 26 12:30 P.M.	BAMBERGER'S (NEWARK) Press preview of Bamberger's "College Caravan". By invitation. Publicity: Dorothy Parr, Market 4-2400, Ext. 2024.	3RD FLOOR

Tuesday July 30 3:30 P.M. Cocktails	PRESS PREVIEW OF HOLIDAY-SPRING KNITWEAR Darlene Knitwear's Holiday-Spring sweater line, styled by Lucille Hyre; also first showing of Emilio Pucci's sweater designs for Darlene. Showing at 4:00 P.M. By invitation. Contact: Lee Brodner, BR. 9-5475.	DARLENE KNITWEAR, INC. 1407 CLUB (1407 BROADWAY) 1407 BROADWAY
July 31	MACY'S PRESS PREVIEW OF COLLEGE FASHIONS AT 9:30 A.M. (See Pg. 1)	
August 1	MARTIN'S (BKLYN) PRESS PREVIEW OF COLLEGE FASHIONS AT 10:00 A.M. (See Pg. 1)	
August 2	OHREBACH'S PREVIEW OF COLLEGE AND CAREER FASHIONS AT 9:30 A.M. (See Pg. 1)	
August 5	ARNOLD CONSTABLE'S PREVIEW OF COLLEGE FASHIONS AT 11:00 A.M. (See Above)	
August 5	LORD & TAYLOR OPENING OF COLLEGE SHOP. (See Above)	
August 5	BEST & CO. OPENING OF COLLEGE AND BACK-TO-SCHOOL FASHIONS. (See Above)	



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday August 5	PREVIEW OF SPRING 1958 FABRICS Showing of luxury woolens, worsteds, blends and specialty fiber fabrics for Resort and Spring. By invitation. Contact: Ruth Daly, OX. 5-4800.	EINIGER MILLS, INC.	EMPIRE STATE BLDG. ROOM 2018
Tuesday August 6- August 7	SEMI-ANNUAL LEATHER SHOW Fifty-first semi-annual showing of American leathers. Exhibit hours: August 6--9:00 A.M. to 7:00 P.M.; August 7--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
August 6	GIMBELS PRESS PREVIEW OF COLLEGE FASHIONS, AT 10:00 A.M. (See Pg. 2).		
August 7	A & S PRESS PREVIEW OF BACK-TO-SCHOOL FASHIONS AT 9:30 A.M. (See Pg. 2).		
Wednesday August 7 2:30 P.M.	SPRING AND SUMMER SHOE STYLE CONFERENCE Fabrics, color and silhouette, including developments in the leather market and shoe design trends. Admission by ticket only. Contact: Edward J. McDonald, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON)	HOTEL PLAZA TERRACE ROOM
August 8	PECK & PECK PRESS PREVIEW OF FALL FASHIONS AT 9:30 A.M. (See Pg. 2).		
Sunday August 11- August 15	FIFTY-SECOND JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASSOCIATION	WALDORF-ASTORIA
Tuesday August 13 9:30 A.M. Breakfast	FABRIC PREVIEW: RESORT AND SPRING COTTONS "American Scene"--Wamsutta's new cottons. Preview for press only, Aug. 13, breakfast at 9:30, show at 10:00. By invitation. <u>Buying offices and retail stores, Aug. 14, breakfast at 9:30, show at 10:00. Open house for trade, Aug. 13, 14, 15, from 2:30 to 5:00, show at 3:30; also Aug. 15 breakfast, with show at 10:00.</u> Contact: Eve Orton, OX. 5-4330, Ext. 318.	WAMSUTTA MILLS	1430 BROADWAY SHOWROOM - 8TH FLOOR
August 13	RUSSEKS PRESS PREVIEW OF COLLEGE FASHIONS AT 11:00 A.M. (See Pg. 2).		
Tuesday August 13 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF CELANESE FABRICS "World of Ideas"--showing of Celanese fabrics to the press. By invitation. Contact: Reni Kuhn, OX. 5-4400, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday August 14 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING AND SUMMER FABRICS Berkshire Hathaway will present their cotton prints and patterns for Spring and Summer 1958. Showing at 4:30 promptly. ( <u>Note Change of Date</u> ). By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	BERKSHIRE HATHAWAY, INC.	1430 BROADWAY SHOWROOM - 18TH FLOOR
Thursday August 15; August 16 10:30 A.M.	OPENING: HOLIDAY & WINTER COLLECTION Informal showings of cocktail and formal fashions. Continuous daily thereafter. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
August 15	STERN'S SHOWING OF COLLEGE AND CAREER FASHIONS, 5:00-7:00 P.M. (See Pg. 2).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday August 17 4:00 P.M. Cocktails	FALL FASHION SHOW AT SHAWNEE-ON-DELAWARE "Fall Fashion Festival"--at Fred Waring's Shawnee-on-the-Delaware, featuring fashions by David Crystal, Haymaker, Izod, Hayette Juniors and Lacoste. Press by invitation. Publicity: Terry Mayer at David Crystal, Inc., BR. 9-6560; or Ed Sweet at Shawnee-on-the-Delaware, Stroudsburg, Pa.	DAVID CRYSTAL, INC. (498 SEVENTH AVE.)	SHAWNEE-ON-DELAWARE STROUDSBURG, PA.
Tuesday August 20 9:15 A.M. Breakfast	OPENING OF GIFT SHOP AND AT HOME SHOP Gunther Jaeckel will preview the opening of their new shop to the press, featuring at home fashions; also opening of new gift shop. By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET STREET FLOOR
Tuesday August 20 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL ACCESSORIES Gimbels will preview their collection of Fall accessories. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Wednesday August 21 9:30 A.M. Coffee	PRESS PREVIEW OF TALL TEEN FASHIONS Lane Bryant will present their Fall tall teen collection, introducing "Debu-Tall". By invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Wednesday August 21 3:30 P.M.- 6:30 P.M.	PRESS PREVIEW OF KNITWEAR FASHIONS Talbot Knitting Mills will present their Holiday and Resort collection to the press. By invitation. Publicity: Mello Meldram, BR. 9-5265.	TALBOTT KNITTING MILLS (1407 BROADWAY)	HOTEL PIERRE BALLROOM
August 26	BAMBERGER'S PRESS PREVIEW OF COLLEGE FASHIONS AT 12:30 P.M. (See Pg. 2).		
Tuesday August 27 10:30 A.M. Breakfast	FALL MILLINERY PREVIEW FOR PRESS Gimbels will preview their Fall millinery to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	4TH FLOOR MILLINERY SALON
Thursday August 29 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Macy's will preview their import collection to the press. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S	13TH FLOOR EXEC. DINING ROOM
Sept. 2	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 3 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview their custom-order collection to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Sept. 4 9:00 A.M. Coffee	PRESS PREVIEW: NEW SHOE COLLECTION "Vive Promette"--introduction of new shoe collection. By invitation. Contact: Eleanor Friedman, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR SHOE SALON
Wednesday Sept. 4 11:30 A.M.	PRESS PREVIEW OF SOPHIE ORIGINALS Saks Fifth Avenue will show their custom-order collection designed by Sophie. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	611 FIFTH AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Peck & Peck will preview their fine Fall fashions to the press. By invitation. Publicity: Dorothy Jane Todd, OR. 3-4700.	PECK & PECK	260 - 4TH AVENUE EXEC. OFFICES - 6TH FL.
Thursday Sept. 5 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION Hattie Carnegie will preview custom-order fashions to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET
Saturday Sept. 7 12:30 P.M.	PREVIEW OF SUB-TEEN FASHIONS FOR FALL Showing of Bamberger's fashions for sub-teens. By invitation. Publicity: Dorothy Parr, Market 4-2400.	BAMBERGER'S (NEWARK, N.J.)	4TH FLOOR CHARM COURT
Monday Sept. 9 11:00 A.M.	PRESS PREVIEW OF BENDEL ORIGINALS Preview for the press of Bendel originals. By invitation. Publicity: Winifred Galbraith, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET
Sept. 9- Sept. 12	FASHION ACCESSORIES & BOUTIQUE SHOW AT N.Y. TRADE BLDG., 500 EIGHTH AVE. Contact: Arthur Tarshis Assoc., 12 W. 72nd St., TR. 3-7128.		
Beginning Monday Sept. 9	CALIFORNIA RESORT WEAR OPENINGS Contact: California Fashion Creators, 740 South Broadway, Los Angeles, Cal.	CALIFORNIA FASHION CREATORS	INDIVIDUAL SHOWROOMS
Tuesday Sept. 10 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND HOLIDAY SHOES Gimbels will preview their Fall and Holiday shoe collection. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	4TH FLOOR SHOE SALON
Tuesday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Sept. 11 3:00 P.M. Champagne	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will present her Fall and Winter custom collection to customers and press. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 12 12:30 P.M. Luncheon	TATIANA OF SAKS CUSTOM MILLINERY Press showing of Fall custom-made millinery designed by Tatiana du Plessix. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Thursday Sept. 12 3:00 P.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Hattie Carnegie's import collection to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Thursday Sept. 12- Sept. 22	EIGHTH ANNUAL HOME FURNISHINGS SHOW Publ.: Nan Morrison, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	N.Y. COLISEUM COLUMBUS CIRCLE



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Sept. 14 12:30 P.M.	"YOUNG JUNIOR" FASHIONS FOR FALL Showing of "Young Junior" Fall fashions. By invitation. Publicity: Dorothy Parr, MA. 4-2400.	BAMBERGER'S (NEWARK, N.J.)	2ND FLOOR
Sept. 16- Sept. 22	NATIONAL SWEATER WEEK. Contact: National Outerwear Foundation, 386 4th Ave., MU. 3-7520.		
Monday Sept. 16 8:00 P.M.	PREVIEW: NEWLY DESIGNED OCEANIC GALLERY Preview for members only. Open to public, <u>Tues., Sept. 17.</u> Publicity: Robert Riley, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Tuesday Sept. 17 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW OF CUSTOM COLLECTION Elizabeth Arden will invite the press to preview her collection, designed by Count Sarmi. By invitation. Publicity: Alan McGeehan at Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Wednesday Sept. 18 10:00 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS "Your Fashion Horoscope"--Gunther Jaeckel will present an informal showing of highlights from a collection by their exclusive designers. <u>Customer showings, Sept. 18 and 19 at 2:45 P.M.</u> By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
Thursday Sept. 19 12:00 Noon Luncheon	HOME FASHIONS LUNCHEON MEETING "Innocents Abroad"--America's Influence On Europe". Observation, demonstration and commentary by Mary Hamman, "Life"; and Betty Pepis, Roy Bernard Assoc. Price: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT BALLROOM
Thursday Sept. 19 4:00 P.M.- 6:00 P.M.	PREVIEW OF SWIMSUIT COLLECTION Preview of 1958 Cruise and Summer swimsuits and playclothes. By invitation. Publicity: Kay Wilson, MU. 3-7020.	KAYSER-CATALINA, INC. (425 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Friday Sept. 20 9:00 A.M.& 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Co-Chairmen: Margaret deMille and Bettina Ballard. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Sept. 24; Sept. 25 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW PRINT FABRICS Fuller Fabrics will present a press preview of Boussac prints on American cottons: <u>Tues., Sept. 24 to fashion press; Wed., Sept. 25, resident buyers.</u> By invitation. Contact: Marcelle Feybusch, OX. 5-1700.	FULLER FABRICS	STEVENS BUILDING 1460 B'WAY - 2ND FL.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 24 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present their custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Sept. 26	ROSH HASHONAH -- First Day of Jewish New Year -- (Thursday).		
Friday Sept. 27 11:30 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Bergdorf Goodman will preview their Fall and Winter furs to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Thursday Oct. 3 9:00 A.M. Breakfast	PREVIEW OF 1958 SWIMSUIT FASHIONS Preview of Cole's collection of misses and junior beachwear. <u>Showing at 9:30 A.M.</u> By invitation. N.Y. Contact: 1407 B'way, Rm. 2703, BR. 9-2886.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
Thursday Oct. 3 12:00 Noon	FABRICS DIVISION LUNCHEON MEETING Co-chairmen: Frances Clarke and Ann Boucher. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
Oct. 5	YOM KIPPUR -- Jewish Day of Atonement (Saturday).		

SPRING AND RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)-  
(Earliest opening date ever for the FOGA Spring collections)

Beginning	LARRY ALDRICH CO., INC.	.530 7th Ave. (12 Fl.)	CH. 4-1872
Monday	BEN BARRACK, INC.	.498 7th Ave. (7 Fl.)	LO. 4-3923
Oct. 7	HARVEY BERIN, LTD.	.530 7th Ave. (7 Fl.)	PE. 6-0206
	BRANELL.	.530 7th Ave. (27 Fl.)	PE. 6-6983
	WILLIAM FOX, INC.	.530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	.550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	.530 7th Ave. (12 Fl.)	WI. 7-4077
	GRABOIS.	.498 7th Ave. (5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	.498 7th Ave. (16 Fl.)	BR. 9-8394
	HARMAY.	.498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	.498 7th Ave. (9 Fl.)	LO. 4-1860
	JOEERE, INC.	.530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	.498 7th Ave. (4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	.498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	.530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI.	.550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	.498 7th Ave. (10 Fl.)	CH. 4-4600
	REICH-GOLDFARB CO., INC.	.498 7th Ave. (7 Fl.)	WI. 7-5374
	BEN REIG, INC.	.498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	.530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	.498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	.530 7th Ave. (20 Fl.)	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	.1 W. 47 St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	.530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	.530 7th Ave. (11 Fl.)	CH. 4-2617
	Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945.		



# MOVIES...MUSIC...THEATRE

Sunday  
July 28 PREMIERE: "DOCTOR AT LARGE" (Movie) SUTTON THEATRE, 205 EAST 57TH STREET  
Universal-International will distribute J. Arthur Rank's production of the  
third in the "Doctor" series. Based on the novel by Richard Gordon;  
starring Dirk Bogarde, Muriel Pavlow and Roberson Jutice. Producer: Betty  
Box. Director: Ralph Thomas. Publ.: Hilda Brennan, PL. 9-8000.

Week  
Of  
July 29 FINAL WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.  
Mon: July 29: "American Ballet Theatre", Joseph Levine conducting.  
Tues: July 30: Julius Rudel conducting.  
Wed: July 31: Jorge Bolet: "Rachmaninoff D. Minor Piano Concerto."  
Thurs: Aug. 1: Tschaikovsky program: Mischa Elman, "D Major Violin Concerto".  
Sat.: Aug. 3: Annamary Dickey and William Tabbert: "10th Annual Rodgers-  
Hammerstein Night". Publicity: Miss Alix Williamson, CI. 6-4462.

Saturday  
August 3 OPENING: "MUCH ADO ABOUT NOTHING" STRATFORD THEATRE, STRATFORD, CONN.  
The third production of The American Shakespeare Festival at Stratford,  
starring Katherine Hepburn and Alfred Drake. Directed by John Houseman  
and Jack Landau. Performances will continue through Sept. 8, along with  
"Othello" and "The Merchant of Venice". Publ.: Don Glenn, WA. 5-1378.

Sunday  
Sept. 8- FIRST WEEK: ROYAL BALLET MET. OPERA HOUSE, BROADWAY & 39TH STREET  
Sept. 15 Sun., Sept. 8 and Tues., Sept. 10: "Sleeping Beauty". Wed., Sept. 11 and  
Thurs., Sept. 12: "Les Patineurs", "Petrouchka" (New Production). Fri.,  
Sept. 13 and Sat., Sept. 14: "Sylvia". Sun., Sept. 15: "Sleeping Beauty".  
Publicity: Martin Feinstein, PL. 9-6000.

Thursday  
Sept. 26 OPENING: "THE EGGHEAD" THEATRE TO BE ANNOUNCED  
Mollie Kazan comedy starring Karl Malden and Phyllis Love. Presented by  
Hope Abelson. Director: Hume Cronyn. Publ.: Harvey Sabinson, CI. 6-0856.

Tuesday  
Oct. 1 OPENING: "COMPULSION" BELASCO THEATRE, 111 WEST 44TH STREET  
Michael Myerberg will present the dramatization of Meyer Levin's novel  
based on the famous Leopold-Loeb trial. Publ.: Bill Doll, WI. 7-2386.

Thursday  
Oct. 3 OPENING: "A SEA SHELL" THEATRE TO BE ANNOUNCED  
Shirley Ayers, in association with Max Meth, will present the Jess Craig  
drama. Publicity: Dorothy Ross, PL. 7-0640.

Wednesday  
Oct. 16 OPENING: "NATURE'S WAY" CORONET THEATRE, 230 W. 49TH STREET  
Alfred de Liagre will present Herman Wouk's new play, with Orson Bean and  
Audrey Christie. Director: Basil Langton. Sets and Costumes: Donald  
Oenslager. Publicity: Ben Washer, PL. 9-5484.

Thursday  
Oct. 17 OPENING: "COPPER AND BRASS" MARTIN BECK THEATRE, 302 W. 45TH ST.  
Austin-Noyes will present a musical starring Nancy Walker, Norma Douglas  
and the team of Tina and Coco in dance roles. Music: David Baker.  
Director: Marc Daniels. Publicity: Barry Hyams, CO. 5-4784.

Thursday  
Oct. 31 OPENING: "RUMPLE" THEATRE TO BE ANNOUNCED  
Paula Stone and Michael Sloane will present a musical starring Eddie Foy, Jr.  
and Gretchen Wyler. Music: Jeff Schweikert. Lyrics: Frank Readon. Book:  
Irving W. Phillips. Director: Jack Donahue. Publicity: Bill Doll,  
WI. 7-2386.